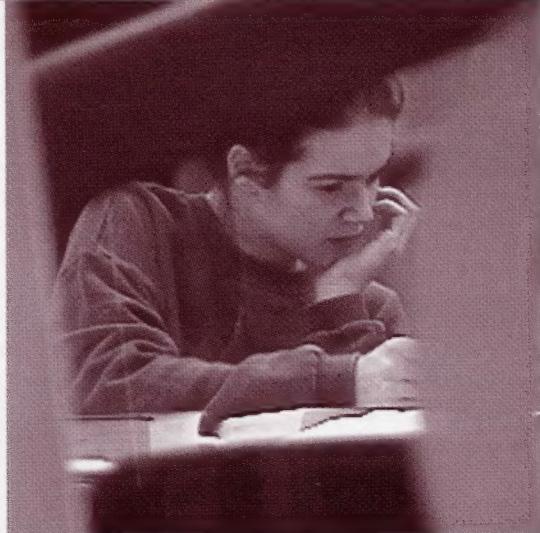




Office of University Advancement

A N N U A L
R E P O R T O N
G I V I N G
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REAL EDUCATION FOR THE REAL WORLD

M E S S A G E
F R O M T H E
R E C T O R

1



This year is a special one for the Concordia family as we celebrate our 20th anniversary. From here, we look back with pride at our accomplishments and forward with optimism toward realizing our vision for the future.

Over the last two decades, the faculty, staff, students, alumni and friends of Concordia have met numerous challenges and have established an accessible, diverse and intellectually open university in a bilingual, multi-cultural community.

We have begun to meet the original vision of Concordia. More importantly, the University continues to thrive with the generous support of loyal contributors such as yourself. Your gift helps to provide the crucial resources needed to build on our strengths.

Private support remains vital to Concordia's continued development especially in the areas of student scholarships/bursaries, library collections, research, the progression of our faculties and improvement of our athletic facilities.

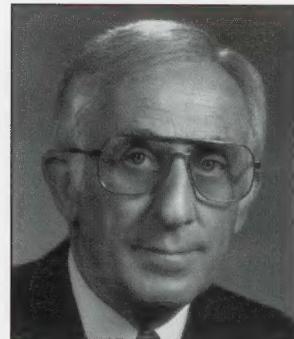
On behalf of the entire University community, I would like to express my sincere gratitude for your contribution. Thank you for your commitment to the achievement of excellence in our institution.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles L. Bertrand".

Dr. Charles L. Bertrand
Interim Rector & Vice-Chancellor

M E S S A G E F R O M
T H E C H A I R O F
T H E U N I V E R S I T Y
A D V A N C E M E N T
C O M M I T T E E



On behalf of Concordia University, I would like to extend my sincere thanks to our donors and volunteers who have contributed so much over the past year. In this day and age, educational institutions increasingly rely on voluntary support from the private sector to sustain, improve and expand their contributions to society. That is why the gift of one's time and financial resources ensures that our community will continue to enjoy and benefit from Concordia's numerous resources for years to come.

Private support from the community is fundamental. It takes several forms. Through their gifts to Annual Giving, donors provide sustaining support each year to fund such ongoing priorities as scholarships and fellowships, library acquisitions and the development of the faculties. Through their gifts to capital campaigns and capital projects, donors make possible major initiatives, as well as, assuring permanent funding through endowment support. Finally, through planned gifts and bequests, supporters and benefactors find ways to make a lasting contribution to the institution which has meant so much to them over their lifetime. On the opposite page is a breakdown of the sum total of all gifts received in 1993-94 by type of giving, as well as, by type of donor.

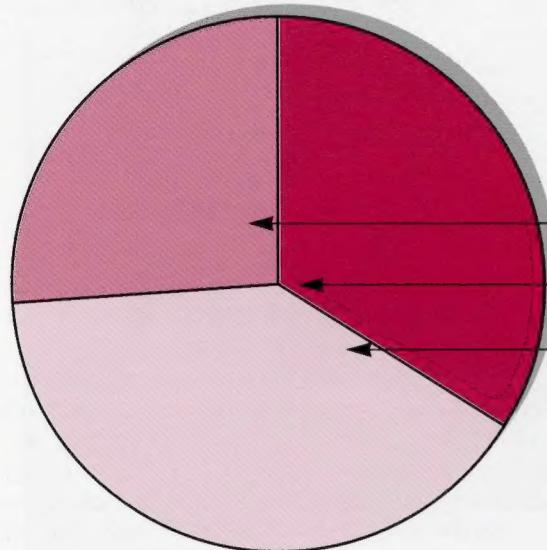
This past year has been a difficult one on many fronts. Our friends have helped Concordia University through these difficult times by demonstrating a sense of awareness, caring, understanding and commitment. We gladly welcome their moral, political, personal and spiritual support and are confident that the relationships built with our donors will continue to grow and flourish. Once more, let me extend my profound gratitude to you all.

A handwritten signature in black ink, appearing to read "Leonard Ellen".

Leonard Ellen
Chair
University Advancement Committee of the
Board of Governors

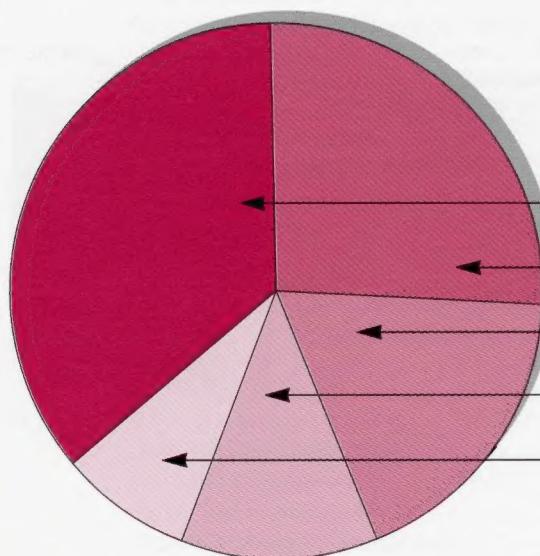
1 9 9 3 - 9 4
 F U N D
 R A I S I N G
 P R O G R A M M E S

2



BEQUESTS	\$730,517
MAJOR GIFTS	\$962,577
ANNUAL GIVING	\$1,126,114
TOTAL:	\$2,819,208

1 9 9 3 - 9 4
 G I F T
 S O U R C E S



CORPORATIONS & FOUNDATIONS	3 6 %
ESTATES	2 6 %
ALUMNI	1 8 %
FRIENDS	1 2 %
UNIVERSITY COMMUNITY *	8 %

*includes contributions from faculty, staff members, students and parents.

M E S S A G E
F R O M T H E
G E N E R A L
C H A I R

3



I am pleased to report that the 1993-94 Annual Giving Programme produced a result of \$1,126,114. This amount constitutes gifts from approximately 9,000 donors, 5,000 of whom are alumni. It is indeed encouraging to note that an increasing number of graduates continue to loyally support their alma mater and in doing so, help to shape its future.

A record number of volunteers participated in this year's Appeal. Three hundred and seventy-five volunteers (including canvassers, phonathon callers, faculty, staff members, students, parents and friends) generously contributed their time and energy to assure the campaign's success. I wish to extend my personal thanks and congratulations to these highly dedicated individuals, in particular, to the volunteer leaders.

After six years of involvement in the Annual Giving Programme, I conclude my second term as General Chair quite satisfied with our ongoing progress. As private funding takes on even greater importance for Concordia's future development, I am confident that my successor, L. Jacques Ménard, (B.Comm. '67) Vice-Chairman, Nesbitt Burns, will continue to aggressively extend the reach of the Annual Giving Programme. As graduates and members of the Board of Governors, it remains clear to us that Annual Giving contributions help the University continue to do what it does best and in many cases, Annual Giving provides the margin required to truly excel.

I encourage all of those who donated funds and/or efforts to the campaign this past year to continue their support in 1994-95. Likewise, I have the intention to renew my commitment to Concordia's Annual Giving Programme.

Humberto Santos

Humberto Santos (B.Comm. '75, MBA '79)
General Chair
Annual Giving 1993-94

A N N U A L
G I V I N G
D I V I S I O N
R E S U L T S

	1991-92	1992-93	1993-94
ALUMNI	\$275,083	\$340,958	\$352,284
CORPORATIONS & FOUNDATIONS	116,316	143,672	160,654
STADIUM APPEAL	135,904	52,250	42,000
LEADERSHIP NAMES	88,550	102,046	125,525
UNIVERSITY COMMUNITY*	165,574	195,199	203,944
ANNUAL RESTRICTED GIFTS	304,687	277,713	241,707
ANNUAL GIVING TOTAL	\$1,086,114	\$1,111,838	\$1,126,114

* Includes contributions from faculty, staff members, students and parents.

1 9 9 3 - 9 4
A N N U A L
G I V I N G G I F T
D E S I G N A T I O N S

Unrestricted*
(*the University's greatest needs*)
42% / \$476,257

Library Acquisitions
5% / \$60,023

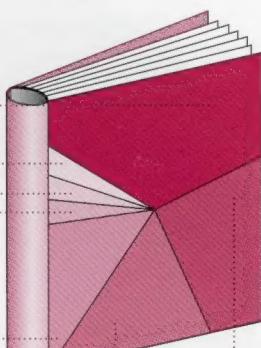
Athletics
5% / \$55,816

Others
5% / \$57,032

Research and Creative Projects
11% / \$117,767

Faculty Development
15% / \$165,652

Student Aid (*scholarships, fellowships & bursaries*)
17% / \$193,567



* Unrestricted funds (*not designated by the donor to one of the five priorities*) are allocated by the University to areas of greatest need. In recent years, most unrestricted funds have been used for student aid in the form of scholarships and bursaries.

1 9 9 3 - 9 4
 A N N U A L
 G I V I N G
 V O L U N T E E R
 L E A D E R S H I P

HUMBERTO SANTOS (B.Comm.'75, MBA'79)
 GENERAL CHAIR
 President and Chief Executive Officer
 Desjardins Laurentian Financial Corporation

JONATHAN WENER (B.Comm.'71)
 CORPORATIONS & FOUNDATIONS
 DIVISION CHAIR
 Chairman and Chief Executive Officer
 Canderel Limited

BERNIE SCHRODER (B.Comm.'70, MBA'76)
 TORONTO CORPORATIONS COMMITTEE CHAIR
 Executive Vice-President
 Royal Bank of Canada

L. JACQUES MÉNARD (B.Comm.'67)
 ALUMNI DIVISION CHAIR
 Vice-Chairman
 Nesbitt Burns

RICHARD J. McCONOMY (B.A.'66)
 ALUMNI DIVISION CO-CHAIR
 Lawyer
 McConomy, Lesage, MacDougall

MICHAEL JUDSON (B.A.'86)
 MONTREAL ALUMNI PHONATHON CHAIR
 President
 Publicité Judson Woods

JOHN W. MONROE (B.Comp.Sc.'79)
 TORONTO ALUMNI PHONATHON CHAIR
 Programmer Analyst
 Sears Canada

RICHARD J. RENAUD (B.Comm.'69)
 LEADERSHIP NAMES DIVISION CHAIR
 Vice-Chairman
 Benvest Capital Inc.

FRANK DI TOMASO (B.Comm.'68)
 LEADERSHIP CANVASS COMMITTEE CO-CHAIR
 Partner
 Raymond, Chabot, Martin, Paré

WILLIAM ASHBY (B.Comm.'64, B.A.'66)
 TORONTO LEADERSHIP NAMES
 COMMITTEE CHAIR
 Senior Vice-President
 Beutel Goodman & Company Limited

KATHLEEN PERRY
 UNIVERSITY COMMUNITY DIVISION CHAIR
 Employment Equity Coordinator
 Concordia University

SANDRA SPINA (B.A.'90)
 FACULTY & STAFF COMMITTEE CO-CHAIR
 Supervisor, Administrative Services
 Marketing Communications
 Concordia University

JOHN LOCKE
 FACULTY & STAFF COMMITTEE CO-CHAIR
 Associate Professor & Chair
 Cinema Department
 Concordia University

ROSEMARIE McLENNAN
 PARENTS COMMITTEE CHAIR



"Thumbs up for strong Annual Giving support!" On June 17, 1994, Humberto Santos (General Chair) and L. Jacques Ménard (Alumni Division Chair) hosted a reception for volunteers at the Olympic Stadium, President's Club. The evening marked the official closing of the 1993-94 Annual Giving Programme. Volunteer leaders reported the results of their fund raising efforts and then celebrated while watching the Montreal Expos in action. Standing from left to right: Michael Judson, Montreal Phonathon Chair; Christopher Hyde, Director of University Advancement; Sandra Spina (reported on behalf of Kathleen Perry, University Community Division Chair); Richard Renaud, Leadership Names Division Chair; Sitting, from left to right: L. Jacques Ménard, Alumni Division Chair; Humberto Santos, General Chair, Annual Giving.

A N N U A L
G I V I N G
H I G H L I G H T S
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5

A F I R S T - E V E R A L U M N I
P H O N A T H O N I N T O R O N T O

On November 29th, 1993 the Annual Giving Phonathon Programme ventured into new territory. Fifty-three Toronto alumni volunteers personally contacted 1,000 fellow graduates now living in the Greater Toronto area.

The results were superb - 515 gifts were received totalling \$28,214. This represents more than twice the amount expected.

The success of this first-time event is due to the efforts of Phonathon Chair, John Monroe (B.Comp.Sc.'79) and his team: Vice-chair, Daniel Chan (B.Comm.'78); Vice-chair, Harvey Glower (B.Comm.'80); Kin Chan (B.Eng.'79); Jason Chan (B.Comm.'84); Henry Stephen (B.Comm.'72) and Florence Yaffe (B.A.'61).

Thanks to the support of Concordia canvassers Adrian J. Coote (B.A.'68) and Peter McKergow (B.A.'65), RBC Dominion Securities generously sponsored the phonathon and provided office space, telephones and refreshments for all the volunteers.

T H E G R A D U A T I N G C L A S S
P R O G R A M M E A U G U R S
W E L L F O R T H E F U T U R E

The objective of this new fund raising project is to attempt to acquaint students to the Annual Giving Programme and build their awareness before they graduate and leave the University. Students are asked to make a parting pledge to their alma mater, which helps introduce the habit of giving.

The first student committee was recruited within the Faculty of Commerce and Administration. The effort was headed by Ramy Sedra (1993-94 President of the Concordia Administration Students' Association) and Peter Valiquet (1993-94 President of the Concordia Graduate Students' Association).

A Graduating Class Phonathon took place on March 30, 1994 producing remarkable results: 127 pledges were secured totalling \$12,855. Each graduating student from the Faculty of Commerce was asked to make a pledge of \$125 payable over a three-year period.

The funds will be allocated by the Graduating Class Committee to benefit Commerce students directly through the purchase of new equipment, facilities or special projects.

A similar effort was planned in the Faculty of Engineering and Computer Science under the leadership of Stanley Yee (1993-94 President of the Engineering & Computer Science Students' Association) and Moataz El Karmalawi (President of the Engineering & Computer Science Graduate Students' Association).

It is hoped that the Graduating Class Programme will continue to prosper each year and expand to include all faculties.



At the Grad Finale celebration held on June 15, 1994, Peter Valiquet, 1993-94 CGSA President, and Ramy Sedra, 1993-94 CASA President, presented the proceeds from the first-ever Graduating Class Programme of the Faculty of Commerce & Administration to incoming presidents Anil Chabba, 1994-95 CGSA President and Ajay Gupta, 1994-95 CASA President.

GIVING TO THE CONCORDIA LIBRAIRIES

Libraries nourish all that a university does: teaching, research and scholarship, creativity in arts and letters, and initiation of students into life-long patterns of inquiry.

Success of the last Capital Campaign, completed in 1988, endowed Concordia University with two excellent library facilities that will continue to serve the needs of students and researchers well into the next century. If, however, the quality of our library buildings is to be matched by excellence in the collections they house, substantial additional resources from private sources will be needed on an ongoing basis. Annual Giving, endowment gifts and donations for special collections each contribute in their own way.



Since its reinstatement, following the end of the last Capital Campaign, Annual Giving has generated over a quarter of a million dollars to be disbursed by the Library Development Committee, with representation from the Friends of the Concordia University Libraries, library staff and the Office of University Advancement. Chaired by the Director of Libraries, it seeks submissions from subject librarians and decides on the allocation of Annual Giving donations. The Committee balances requests for new technology and equipment needs with collection development in reference, and the basic resources required by undergraduates. Examples include:

- funds for microfilm to fill in gaps in periodical holdings and save shelf space;
- a number of expensive specialized encyclopedias in the reference collection;
- funds to replace worn out monographs and to purchase second copies of frequently requested titles to support the "core" undergraduate curriculum;
- new CD-ROM's and electronic indexes;
- display cases for valuable special collections.

Other gifts received included the widely publicized acquisition, through the Friends of the Concordia University Libraries, of reproductions of the Book of Kells and the Domesday Book and endowment gifts by Dr. David Azrieli to the growing Holocaust Collection and by Dr. Wilfred McCutcheon to establish a book purchase endowment fund.

C A P I T A L G I F T S

7

"Capital Gifts" encompasses a number of initiatives and areas of giving. These include:

G I F T S I N K I N D ,

non-cash gifts such as works of art or rare books, where the amount of the charitable donation is based on fair market value of the item concerned.

M A J O R G I F T S ,

which create endowed scholarships, fellowships and bursaries or support academic programmes and research.

E S T A T E B E Q U E S T S A N D O T H E R P L A N N E D G I F T S ,

which may or may not be designated to a specific area of interest, endowment or project.

Concordia is grateful to these donors for their gifts and for their keen interest and involvement in the life of the University. During 1993-94, \$1.7 million of the \$2.8 million donated to the University was recognized in the above categories.

An example of privately funded projects is "The Institute in Management and Community Development". The objective of the Institute is to provide courses and workshops in areas such as fundraising, affordable social housing initiatives and leadership training in the establishment and running of effective community organizations.



Group Discussion, Loyola Campus

The Institute's 1994 Summer Programme saw over 400 participants register from 181 different community organizations. Concordia University gratefully acknowledges the J.W. McConnell Family Foundation and the Samuel and Saidye Bronfman Foundation for their support of the Institute.

The Leonard and Bina Ellen Art Gallery at Concordia University has been designated a category "A" repository of cultural property by the Canadian Cultural Property Export Review Board. It houses one of the country's finest collections of Canadian contemporary art which now totals over 2,500 objects. The Gallery is greatly indebted to all those who have donated treasured works of art so that the University and the community at large might benefit.



William Goodridge Roberts (1904-1974),
Portrait of a Young Boy, c. 1942-43, oil on canvas, gift of Mr. and Mrs. Bram Garber.

U N I V E R S I T Y A D V A N C E M E N T

The Annual Report on Giving is published by the Office of University Advancement and is mailed to donors who made gifts of \$100 or more during the 1993-94 annual campaign. We apologize for any errors or omissions. Please direct all inquiries to:

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